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We cut to the paper chase with wrapping that packs a punch



The flimsiest of packaging elements – tissue paper – is receiving heavyweight creative attention. Three examples that caught our eye are by perfume store Penhaligon's ([www.penhaligons.co.uk](http://www.penhaligons.co.uk)), private jet company NetJets ([www.netjets.com](http://www.netjets.com)) and London men's fashion store A Butcher of Distinction (tel: 44.20 7770 6111). Archived drawings of early stock from the 1870s are applied to the Penhaligon's paper (top and right). NetJet's tissue, which looks like something from a *Boy's Own Annual*, features line drawings of all the different jets used in the consumer air industry (left). A Butcher of Distinction elaborates on the theme established by its name – your purchases will be wrapped in a weighty tissue covered in drawings of cuts of meat (middle) and similar to the greaseproof paper used for sausages. ★